The Pennsylvania Horticultural Society connects people with horticulture, and together we create beautiful, healthy and sustainable communities.
LETTER FROM THE PRESIDENT

At PHS, we believe that people gardening together can really improve our region's health and well-being. We call this gardening for the greater good.

The year exposed the fragility of our health and put the inequities caused by systemic racism front and center. We believe that the importance of using gardening to advance our shared health and well-being is more promising and more important than ever. We are committed to unlocking the potential of gardening to make a positive impact in our region.

I am heartened by the efforts of so many this past year – our members, volunteers, staff, partners, and funders. Together, we significantly impacted the health and well-being of the Greater Philadelphia region. In more than 250 neighborhoods, we worked together to plant trees, sustain community gardens, clean and green vacant lots, and create access to jobs. Together, we have transformed more than a third of Philadelphia’s vacant lots into positive drivers of community health and a path to employment for more than 150 returning citizens. We have trained more than 5,000 volunteer Tree Tenders and worked with them and community partners each year to plant 9,000 trees across our region. In 2019, we completed restoring 1,000 acres of tree cover along watersheds. The 142 community gardens in our network are growing more stable and have never been more important to the fabric of the city than they are today.

We also strive to help people discover the joy of gardening at home and support them to create beauty and positive social and environmental impact. PHS reaches hundreds of thousands of gardeners every year through the Philadelphia Flower Show, our McLean Library and education programs, and our network of public gardens and landscapes. This year, we took a big step forward on our journey to inspire gardeners to embrace common purpose and create collective impact. We did this by hosting our first-ever Gardening for Biodiversity Symposium at the Philadelphia Flower Show, and by inviting home gardeners to help fight food insecurity by growing and sharing fresh food through Harvest 2020.

This year was our first year fully focused on implementing Vision 2027, our vision and strategy to guide our work through our bicentennial in 2027. In a nutshell, Vision 2027 fully commits PHS to using horticulture as a tool to improve the health and well-being of the Greater Philadelphia region. We do this through our work in neighborhoods, our public gardens and landscapes, our shows and events, and our services for home gardeners. As we move forward, we will be looking to each of you to help us invest and take action to increase our impact across the region.

To increase our impact, we want to build a PHS community that anyone who cares about horticulture or health and well-being can join, feel welcomed, and make a positive impact. We must do more work to create a PHS that is truly welcoming and embracing of each person in our region. As we move forward, we will continue our work to fully live into our Diversity, Equity, and Inclusion Statement and use our voice and work to eliminate systemic racism and white supremacy.

Thank you for investing in this essential work that impacts so many – we simply couldn’t do it without you. I encourage you to increase your impact and invite others to participate with PHS as we bolster the Greater Philadelphia region throughout these challenging times.

Sincerely,

Matt Rader, PHS President

Cover Top: Tomatoes in a container at PHS Meadowbrook Farm. Cover Bottom: Aurora Sikelianos and Truelove Seeds’ apprentices and volunteers shell peas, which will later be used as seeds by PHS City Harvest. Left: The Fatima community garden.
The PHS Community is composed of 300,000 people that participate through Membership, Pop Up Gardens, the Philadelphia Flower Show, Meadowbrook Farm, Volunteerism, and Harvest 2020.
<table>
<thead>
<tr>
<th>INCREASE ACCESS TO FRESH FOOD</th>
<th>CREATE HEALTHY LIVING ENVIRONMENTS</th>
<th>BUILD DEEPER SOCIAL CONNECTIONS</th>
<th>GROW ECONOMIC OPPORTUNITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>157 gardens and grow sites in the PHS network donating fresh produce</td>
<td>255 neighborhoods throughout the region served by PHS greening projects</td>
<td>2,568 engaged volunteers</td>
<td>24 graduates of PHS workforce development programs</td>
</tr>
<tr>
<td>1,948 attendees to food education workshops</td>
<td>2.4 million residents living within 5 minutes of PHS greening projects</td>
<td>263 PHS supported neighborhood groups working to green their communities this includes 17 Community LandCare groups, 142 Community Garden groups, and 104 Tree Tenders groups</td>
<td>60 local greening contractors employed including 30 minority- or women-owned contractors</td>
</tr>
</tbody>
</table>
Increasing Access to Healthy Food

The time is now to provide ourselves, our family, and our community with fresh and healthy food. For decades, PHS has been working to expand access to fresh food and expand best practices through our Community Gardening programs, engagement with home gardeners, and our extensive network of public gardens and landscapes.

PHS launched Harvest 2020 to address the growing 12% of households in the Greater Philadelphia region that are food insecure this growing season. With partnerships throughout the region PHS has mobilized nearly 10,000 gardeners – in our community alone – to increase their food production, to share with their families, their communities, and local food pantries.

Creating Healthy Living Environments

The Greater Philadelphia region is heavily urbanized, and it continues to experience significant growth, development, and environmental change. Safe, beautiful, environmentally sound streets and public spaces are fundamental to the quality of life for residents and contribute greatly to people’s health and well-being. From planting street trees and greening vacant land to engaging people in gardening their front yards, PHS will enable community-driven change through education and hands-on support. PHS will concentrate efforts on those people and places that have suffered ongoing neglect to ensure that everyone enjoys the benefits of a high quality, livable environment.

Together, these impact priorities are critical to the health and well-being of individuals and neighborhoods in the Greater Philadelphia region and beyond.
Building Deeper Social Connections

It is no secret that person-to-person contact is an essential component to improved health and safety – it has even been linked to living longer. And yet, individuals are suffering from increased feelings of isolation and loneliness.

Our findings indicate that there is a strong desire to participate in community-driven initiatives that bring people closer together. PHS will build deeper social connections between people through gardening, incorporating collective action, community development, and outreach to build trust and bridge gaps among neighbors and between communities.

Growing Economic Opportunity

Just as horticulture can be a powerful tool to strengthen neighborhoods and social connection, so too can it offer a path to growing economic opportunity through workforce development, especially for underserved individuals and communities.

With the unmet need for labor in all sectors of the horticultural industry forecasted to increase over time, we see opportunities to train and place significant numbers of workers in jobs, with an emphasis on those workers who need them most, including the recently incarcerated. PHS will seek to play a central role in preparing people to take advantage of new careers in this emerging sector.
Healthy Neighborhoods

PHS recognizes neighborhoods as vital partners in making impactful change for people and as such, has developed a place-based urban greening model that utilizes its extensive suite of programs – community gardens, trees, vacant land management, and green stormwater infrastructure – in distinct neighborhoods, informed by specific community needs. Over the long-term, PHS will work with academic and research institutions to document the impacts of these programs on health and well-being. During spring 2020, PHS continued to provide these essential services through seedling distribution to more than 135 community gardens and greening of 13,000+ vacant lots.

Programs and Engagement

Home gardeners have long understood the power of horticulture to make transformative change. PHS is creating a movement among backyard gardeners by convening collective action projects and by equipping them with the knowledge and tools they need to make a difference through their own gardening activities. During spring 2020, PHS recast its in-person educational programming to offer all new online GROWinars and short videos that invited all PHS communities to Grow Together.

Shows and Events

The Philadelphia Flower Show continues to be an integral part of our future. PHS will leverage the Flower Show as the nation’s leading showcase for “gardening for the greater good,” inspiring both the “plant-curious” and expert gardeners alike to put horticulture to work for good in their backyards and in their communities. Beyond the Flower Show, we will launch other events and shows locally and outside the region to bring the joy and benefits of gardening to new audiences and motivate them to join our cause.

To learn more about this essential work, please contact the development office at giving@pennhort.org
Public Horticulture

PHS continues to elevate and integrate its public gardens and landscapes to provide vital solace and beauty, more than ever – from Meadowbrook Farm in Jenkintown, PA to the PHS-maintained spaces along the Benjamin Franklin Parkway, the Azalea Garden, at the Philadelphia Navy Yard and along Columbus Boulevard and at PHS Pop Up Gardens – into examples of horticultural excellence where visitors can find inspiration and learn about best practices in gardening. This vast network of public spaces embodies the potential of horticulture to drive change, providing inspirational places for community members to volunteer, connect, and learn.

Cultivating Sustainable Support

Our impact is made possible by the generous financial support of individuals, foundations, and government entities. PHS also relies heavily on its own investment activities and must raise revenue from new sources each year to sustain our impact. Cultivating and growing our audience into a larger, more engaged community of people with a shared passion for the greater good is critical to realizing our vision. With more people supporting our impact, we will be able to fund ongoing services for the community. Thank you for your dedicated funding for the community services that we all value.

Highlights from Fiscal Year 2020

- Launched Harvest 2020, a collective action project to mobilize gardeners to grow and share fresh produce with their families, communities, and neighbors in need to address growing regional food insecurity in the wake of COVID-19.
- Partnered with the Prince Albert II of Monaco Foundation to produce the 2020 Gardening for Biodiversity Symposium, bringing together national and international experts at the Philadelphia Flower Show to reimagine and share best practices for gardening with an environmental impact.
- In Hunting Park and Central North Philadelphia, PHS is leading work with Esperanza, APM and the City of Philadelphia to layer cleaning and greening of vacant lots with planting of new street trees to multiply the benefits of green investments – in addition to creating more jobs, less stress, less gun violence and improved mental and physical health and well-being.
- PHS Community Garden support services were updated to provide easy to access resources tailored to the individual needs and aspirations of gardens – including seedlings, tools, technical assistance and infrastructure improvements – to help gardeners to increase access to fresh produce while strengthening social connections between neighbors.
- PHS reinvigorated programs and content for home gardeners, starting with a new Home Gardener’s Hub at the 2020 Flower Show that showcased practical tips to get people gardening for the greater good, pivoting to all-virtual content in response to COVID-19 since March.
- As part of our Vision 2027 strategy, PHS is committed to advancing diversity, equity, and inclusion (DEI) at all levels of the organization and in our communities. We have enshrined this commitment in our Diversity, Equity and Inclusion statement.
TREES GIVING CIRCLE PROFILE

Top: Peter Gould (left) and Robin Potter, PHS Board member (center) with PHS Tree Tenders group. Bottom Left: Point Breeze Tree Tenders. Bottom Right: Guina Hammond, PHS Program Manager, Public Horticulture and TD Bank employees participating in TD Tree Days.
Leadership Donors:  
Robin Potter and Peter Gould

Thanks to the transformative investment of Robin Potter and Peter Gould and many other key PHS donors, PHS has raised three years of stable support for Tree programs that will allow for expansion of our tree planting and stewardship efforts into low-income priority neighborhoods that experience tree canopy coverage well under the recommended 30%.

Trees in urban environments are increasingly understood to be instrumental to public health. As a tool for mitigating surface temperatures related to climate change, as filters for particulates that increase the incidence of respiratory conditions, as interventions to decrease gun violence, and as a means for cost-effectively reducing carbon, increased tree canopy is an effective measure to improve the environment in multiple ways.

Measuring Success

PHS has developed new performance management processes and organizational dashboards to monitor and evaluate impact, engagement, and financial performance to better understand our progress in executing our vision and strategy. We will also continue to partner with renowned academic research institutions, such as the University of Pennsylvania and Temple University, to launch formal research studies that evaluate the external impact of PHS initiatives.
We envision a world where cultivating plants is seen as essential to life.

We see a world where everyone appreciates the joy of plants and gardens in their daily lives.

We will awaken people to the transformative power of horticulture as a tool of social change.

Clockwise From Top Left: PHS Members at annual PHS Plant Dividend; Rain Check rain garden recipients; Ingrid Jackson, PHS Volunteer at Rittenhouse Flower Market; Scavenger Hunt at PHS Meadowbrook Farm; apprentices Ryann McChesney, Simone Johnson, Zoe Jeka, and Amirah Mitchell of Truelove Seeds, practice winnowing.
Across the region and the nation, PHS will be regarded as a thought leader and an agent of change, and people of all ages and backgrounds will join us in our cause.

We will use horticulture to cultivate social connection, livable environments, healthy food, and economic opportunity.

Clockwise From Top Left: Landscaping maintained by PHS at the Philadelphia Navy Yard; Stanley Morgan (left), Terrence Topping-Brown (center), and Alkebu-Lan Marcus raise food for their families and neighbors—and for a healthier world; young visitors to the PHS Philadelphia Flower Show; children playing in a lot cleaned and greened by PHS LandCare; plant swap at the PHS Pop Up Garden on South Street.
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Pamela and Fairman R. Thompson
Melissa and Jason E. Vermillion

* Deceased
# CONSOLIDATED STATEMENT

For the Years Ended June 30, 2020 and 2019  
*Preliminary Unaudited*

<table>
<thead>
<tr>
<th>Revenue and Support</th>
<th>2020 Without Donor Restriction</th>
<th>2020 With Donor Restriction</th>
<th>2020 Total</th>
<th>2019 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned revenue</td>
<td>$11,460</td>
<td>$11,460</td>
<td>$13,281</td>
<td>$13,281</td>
</tr>
<tr>
<td>Contributions</td>
<td>$8,098</td>
<td>$2,240</td>
<td>$10,338</td>
<td>$9,078</td>
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<tr>
<td>Membership</td>
<td>$1,523</td>
<td>$1,523</td>
<td>$1,458</td>
<td>$1,458</td>
</tr>
<tr>
<td>Net investment activity</td>
<td>$(622)</td>
<td>$(818)</td>
<td>$(1,440)</td>
<td>$1,745</td>
</tr>
<tr>
<td>Net assets released</td>
<td>$2,933</td>
<td>$(2,933)</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Insurance Settlement Proceeds</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td><strong>Total Revenue and Support</strong></td>
<td><strong>$23,392</strong></td>
<td><strong>$(1,511)</strong></td>
<td><strong>$21,881</strong></td>
<td><strong>$25,562</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Flower Show</td>
<td>$ –</td>
<td>$ –</td>
<td>$ –</td>
<td>$10,187</td>
</tr>
<tr>
<td>Greening</td>
<td>$ –</td>
<td>$ –</td>
<td>$ –</td>
<td>$11,258</td>
</tr>
<tr>
<td>Education</td>
<td>$ –</td>
<td>$ –</td>
<td>$ –</td>
<td>$1,549</td>
</tr>
<tr>
<td>Development</td>
<td>$ –</td>
<td>$ –</td>
<td>$ –</td>
<td>$2,868</td>
</tr>
<tr>
<td>Meadowbrook Farm</td>
<td>$ –</td>
<td>$ –</td>
<td>$ –</td>
<td>$1,193</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$28,102</strong></td>
<td></td>
<td><strong>$28,102</strong></td>
<td><strong>$27,056</strong></td>
</tr>
</tbody>
</table>

| Change in net assets before change in pension benefit obligation | $(4,710) | – | $(1,511) | $(6,221) | $(1,494) |

These results do not include revenue associated with federal COVID relief funds.

A copy of the audited consolidated financial statements, to include a breakout of ‘Expenses’ and value of PHS’s ‘Pension Benefit Obligation’, can be provided upon request following the conclusion of the 2020 financial statement audit. Values in thousands.
CONTRIBUTORS

PHS is grateful to the following individuals and organizations for their generous gifts and pledges received between July 1, 2019, and June 30, 2020. Many thanks to all supporters, friends, and volunteers who make the work of PHS possible.

$250,000+
Ann & Frank Reed

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Bank of America
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Janet F. Haas & John Otto Haas
Hilton
Lisa D. Kabrick & John H. McFadden
Mr. & Mrs. Charles Kahn, Jr.
Leo Model Foundation
National Wildlife Federation
Penn Treaty Special Services District

Above: This photo from the Perla A. Matthews photo album of school gardens, circa 1913, is one of many photos and lantern slides from the PHS McLean Library that have been digitized through a state grant from the PA Historic and Museum Commission.
Above: The PHS Public Landscapes team has helped transform Spruce Street Harbor Park along Columbus Boulevard into an urban oasis.
Quincy & David McCoy
Lorraine & Kevin Melich
Bianca & Peter Minan
Momentum Telecom
Melissa Hamilton Morris & Miguel Perez
Mostardi Nursery
Agnes Mulroney
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Above: Plant swaps are a popular event at the PHS Pop Up Garden at South Street.
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